

## **Tourism Development Committee (TDC) Minutes**

**August 4, 2011**

**9:00-10:00 am**

**Norkirk Room**

**Present:** Dan Mayer, Belinda Jensen, Ryan Noel, Penny Sweet (Chair), Jac Cooper, Ellen Miller-Wolfe (staff), Julie Huffman (staff), Bill Vadino (guest)

**Absent:** Kathryn McNeill

### **Approval of Minutes**

Dan made motion to approve the minutes from the June 2<sup>nd</sup> meeting, Jac seconded, all approved.

### **Chair and Staff Reports**

Status of Tourism Funding applications

Committee discussed the Cultural Council's Fish Frolic funding from 2011. They did not submit an application this year for funding. The event for 2011 was canceled, so the money was not utilized. They would like to carryover the money to next year. They were recently in front of the City Council and were given 25k and told to limit their activities, rather than expand. Committee moved and approved to put the 5k toward tourism funding for 2012 for events. Committee would like to meet with the Cultural Council to discuss Cultural Tourism, and possibly could invite someone from 4Culture to define what that means.

### **Survey of Hotel Visitors**

Ellen Miller-Wolfe reported on a new survey of hotel visitors that should give us more information on the activities that visitors do when they are here and activities that they would like to have available.

### **Opening of Visitor Center**

Lodging tax money was used to help equip the center. Kathy Feek utilized tourism photos to decorate. Bill Vadino present and reported that volunteers will staff the center and will survey visitors about where they come. The touch screen monitor currently shows a photo but he would like to have video playing there. \$2500 is left of the funding. He is trying to get Public Works to put up signs for free and may put those funds toward a keyboard. Center is open on Saturdays and for special events, for example they were open for Kirkland Uncorked. Racks are in the lobby even when it is not staffed; that is still open until 8 or 9 at night. Also are going to do tents at events with visitor information. Will do that for the Bookfest and anything that is happening. Reports will be generated from the information gathered from visitors.

### **Facebook Unveiling**

Facebook page is up and running and merchants are liking the page and linking to it. Julie sent out information on how to link and people are following up.

### **B-Roll Planning**

Committee had previously discussed their preference for a local film company rather than the opportunity that presented itself recently. Bill Vadino has an opportunity with cable companies to run some of the footage. Hoteliers have also agreed to play it for their guests. The budget could be \$5-6k that we have left over from other items, with additional funds from leftover visitor center money or other entities potentially adding to it. Scripting the video and determining what the expectations are for priorities will be the challenge. Water is the focus, along with arts, shopping. Easy to tie together something that appeals to visitors and businesses. Can also gather video clips from 4<sup>th</sup> of July, car show, Uncorked. Argosy ships are another draw. Would like to bring in Jeff Lockhart from NW University for the music.

### **Kirkland Car Show: Allowance for late Application**

Terri Fletcher requesting consideration of late application. Dan moves to accept the application, application approved.

### **Further Discussion of Ambassador Role**

Facebook friending

Discussion of possible businesses in the region to like. One suggestion is the wineries. Redhook brewery, businesses on the water, major attractions (space needle, stadiums), events in Seattle like bumbershoot, UW football, Mariners, Celtics, boating resources. There is a group looking into the marina and how to get the transient moorage more accessible. Penny thinks we need a Kirkland pin to give out to the families that come for the softball world series.